**Social psychology with Lab on Advertising: Motivation, Emotion and Experience**

Prof. Mauro Bertolotti; Prof. Valentina Carfora

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The course aim is to introduce students to the basic theoretical and empirical concepts of social psychology. The course will examine individual and group processes underlying social interactions and behaviour, with a specific focus on the links between psychological processes and communication.

*Knowledge and understanding*

Knowledge of the main theoretical models of social psychology;

Understanding of the methods used in social psychological research.

*Applying knowledge and understanding*

Use of psychosocial categories in describing and interpreting social and political processes.

*Making judgements*

Use of insight from psychosocial research in problem-solving tasks (e.g., risk assessment, policy making, negotiation).

*Communication*

Ability to present scientific evidence from psychosocial research to potentially interested audiences (general public, interest groups, decision-makers).

***COURSE CONTENT***

1. Fundamental concepts of social psychology.

2. Attitudes and attitude change.

3. Social cognition: impression formation and attribution.

4. Self and identity.

5. Social influence.

6. Prejudice and discrimination.

7. Intergroup conflict and cooperation.

8. Workshop: designing, conducting, and presenting psychosocial research

***READING LIST[[1]](#footnote-1)***

M.A. Hogg-G.M. Vaughan, *Social Psychology. Eighth edition,* Pearson, New York, 2018 (Ch. 1-2-3-4-5-6-7-10-11). [*Acquista da VP*](https://librerie.unicatt.it/scheda-libro/hogg/social-psychology-9781292090450-550779.html)

***TEACHING METHOD***

Classroom and online lectures, discussion of empirical research, use of online additional materials on the Blackboard platform.

***ASSESSMENT METHOD AND CRITERIA***

Students will be able to choose between two methods of assessment in the final exam.

For students attending classes and participating in the workshop, the final exam will consist in the evaluation (0-5 points) of the group essay based on the workshop, and an individual written exam on the content of the lectures. The written test will consist in 12 multiple-choice questions on the main concepts and definitions in social psychology (scored 1 point each for correct answers, 0 points for wrong or missing answers), 4 open-ended questions on psychosocial models and theories, and their application to social and political scenarios (scored 0-5 points each).

For students unable to attend classes, the exam will consist only in a written test focusing on the content of the textbook (see the reading list above). The written test will consist in 12 multiple-choice questions on the main concepts and definitions (scored 0-1 points), and 5 open-ended questions on psychosocial models and theories, and their application to social and political scenarios (scored 0-5 points each).

***NOTES AND PREREQUISITES***

Students can find further information on the course program, reading list and teaching materials on the course’s Blackboard page (*http://blackboard.unicatt.it*), and the teacher's virtual classroom ([*https://docenti.unicatt.it/ppd2/it/#/it/docenti/26533/mauro-maria-bertolotti/didattica*](https://docenti.unicatt.it/ppd2/it/#/it/docenti/26533/mauro-maria-bertolotti/didattica)*)*

In case the current Covid-19 health emergency does not allow frontal teaching, remote teaching and assessment will be carried out following procedures that will be promptly notified to students.

*Office hours*

Students can contact the teacher by email (*mauro.bertolotti@unicatt.it*) or in the consultation hours (Mondays 10:30-12:30) held at the Department of Psychology (Dominicanum building, third floor, room 310).

***Lab on Advertising: Emotion, Motivation and Experience***

## Prof. Valentina Carfora

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The lab aims to provide students with the conceptual and applied tools they need to analyse and develop advertising based on key psychosocial concepts, such as emotion, motivation and experience. The lab will examine communicative strategies for advertising using evidence from scientific research. Students will put these strategies into practice using various tools, such as web and social media campaigns, and video presentations.

*Ability to apply knowledge and understanding*

* Applying the experimental socio-psychological method to problems relating social behaviours.

*Communication skills*

* Enhancing the ability to communicate effectively on themes related to social psychology.
* Designing multimedia content for advertising based on psychosocial constructs.

*Independence of judgement*

* Developing the ability to critically evaluate advertising with a psychosocial approach.

***READING LIST***

B.M. Fennis-W. Stroebe, *The Psychology of Advertising,* Psychology Press, 2015. [*Acquista da VP*](https://librerie.unicatt.it/scheda-libro/fennis-stroebe/psychology-of-advertising-9781848723061-682272.html)

***TEACHING METHOD***

Split into groups, students will be guided in applying psychosocial constructs to develop advertising on a case study assigned by the lecturers.

The lab duration is 20 hours. Attendance (either in class or online) is compulsory. Students who cannot attend should make prompt contact with the lab lecturers to arrange alternative educational activities.

***ASSESSMENT METHOD AND CRITERIA***

Students will be assessed based on the content they produce in the lab or the evaluation of alternative activities (for students who cannot attend).

***NOTES AND PREREQUISITES***

On *http://blackboard.unicatt.it*, students who are enrolled can find online workshop materials: teaching material, information and guidance.

In case the current Covid-19 health emergency does not allow frontal teaching, remote teaching will be carried out following procedures that will be promptly notified to students.

For information on the workshop, students can also consult the lecturer's virtual classroom at *www.unicatt.it*, or contact Valentina Carfora (*valentina.carfora@unicatt.it*).

Further information can be found on the lecturer's webpage at https://docenti.unicatt.it/ppd2/en/docenti/69222/valentina-carfora/didattica or on the Faculty notice board.

1. I testi indicati nella bibliografia sono acquistabili presso le librerie di Ateneo; è possibile acquistarli anche presso altri rivenditori. [↑](#footnote-ref-1)